

SOUTH AFRICAN

# HOME OWNER

WELCOME HOME

INFORMED • INNOVATIVE • INSPIRED

## RATES 2021

“

SEVEN OUT OF 10 READERS ARE DECISION MAKERS IN THEIR HOMES & OWN THEIR OWN HOMES

USED FOR INSPIRATION AND IDEAS ON BUILDING, RENOVATING, PLANNING AND DECORATING

MANY READERS KEEP THEIR MAGAZINES FOR FUTURE REFERENCE

READERS ARE TECHNOLOGICALLY SAVVY AND HIGHLY EDUCATED

CONNECTS WITH READERS ON A PERSONAL LEVEL

”



# ONLINE & SOCIAL MEDIA RATES

## WHY ADVERTISE ONLINE

The SA Home Owner website, [www.sahomeowner.co.za](http://www.sahomeowner.co.za), has an average of 58 607 page views per month, and 27 307 users. SA Home Owner is supported by strong social media, with 351 660 Facebook fans, 10 402 Twitter followers and 49 106 Instagram followers. Visit [www.facebook.com/sahomeowner](http://www.facebook.com/sahomeowner), and [www.twitter.com/SAHomeOwner](http://www.twitter.com/SAHomeOwner).

- We aim to provide added value for our readers via the convenience of additional content, online.
- The website provides a platform for our readers to comment and interact with the brand.
- Readers have the opportunity to easily browse through pictures that were not available in the magazine and enter a variety of great competitions.



USERS  
27 307

  
10 402  
FOLLOWERS

PAGE  
VIEWS  
58 607

  
351 660  
FOLLOWERS

  
49 106  
FOLLOWERS

## CUSTOMISED CAMPAIGNS & SPONSORSHIP OPPORTUNITIES

Customised campaigns can include the following elements: Ad banners, competitions, website posts, Facebook competition tabs and Facebook and Twitter posts. Custom digital magazine. Various options available. Price on request.

### BANNERS (cost/1 000 impressions: CPM)

Leaderboard: R550/1 000

Island/medium rectangle: R680/1 000

Wallpaper: price on request

Newsletter masthead banner

R7 350 per newsletter

### VIDEO INTERVIEW

Price on request.

## SOCIAL MEDIA

Facebook post linked to a digital on [www.sahomeowner.co.za](http://www.sahomeowner.co.za)  
Digital plus Facebook post: R12 600 each

Twitter: Once-off tweets: R1 000 each

Instagram: Once-off tweets: R2 500 each

## PRODUCTION FEES

We have the facilities to create your online ad for you

R550 p/h standard HTML

R690 p/h Flash animation

All prices exclude VAT.

## SUPPLIERS DIRECTORY

A comprehensive online directory of South African suppliers for home and décor products and services.

- 1 Month: R610
- 6 Months: R3 000
- 12 Months: R5 150

*\*Arena Holdings, the publisher of SA Home Owner, and/or the online editor have the final right to approve, decline or withdraw any advertising material before and during placement.*

## DIGITAL AD SPECS

LEADERBOARD  
728 x 90 px

ISLAND/  
MEDIUM  
RECTANGLE  
300 x 250 px

HALF PAGE UNIT  
300 x 600 px

THESE GREY BOXES  
ONLY INDICATE SHAPE  
NOT ACTUAL SIZE.